



## Welcome to ShootingClasses.com

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## Welcome

We appreciate your joining the growing number of instructors across the country allowing us to become a partner in your success.

To achieve the maximum success from being a part of ShootingClasses.com requires a commitment from both ShootingClasses.com and yourself.

ShootingClasses.com has developed a proven model, that when followed allows you to get the most out of our relationship, bring students to your classes and simplify managing your business that is outlined in the following pages.

Let us know if you have any questions, comments or needs. Our objective is to provide instructors with a service that is unparalleled within the firearms industry.

We wish you much success and commit to doing our part.



The ShootingClasses® Team  
Bill, Tanto, Israel, Bruce, & Boon

Bruce Corey  
Managing Partner  
2021/03

## Successfully Operating Your Training Business is a Process

ShootingClasses.com offers you a strategy and software tool to execute this process in a way that makes it easy for students to find you and register for your classes, then streamlines the entire process of managing your business with minimal effort on your part leaving you more time to do what you enjoy, training students and being confident the details are handled.

- Finding Students
- Telling Your Story
- Qualifying Students
- Processing Students
- Managing the Business
- Reaching Repeat Students
- Getting Started

## Finding Students

Finding students starts with Lead Generation. Students come from multiple sources:

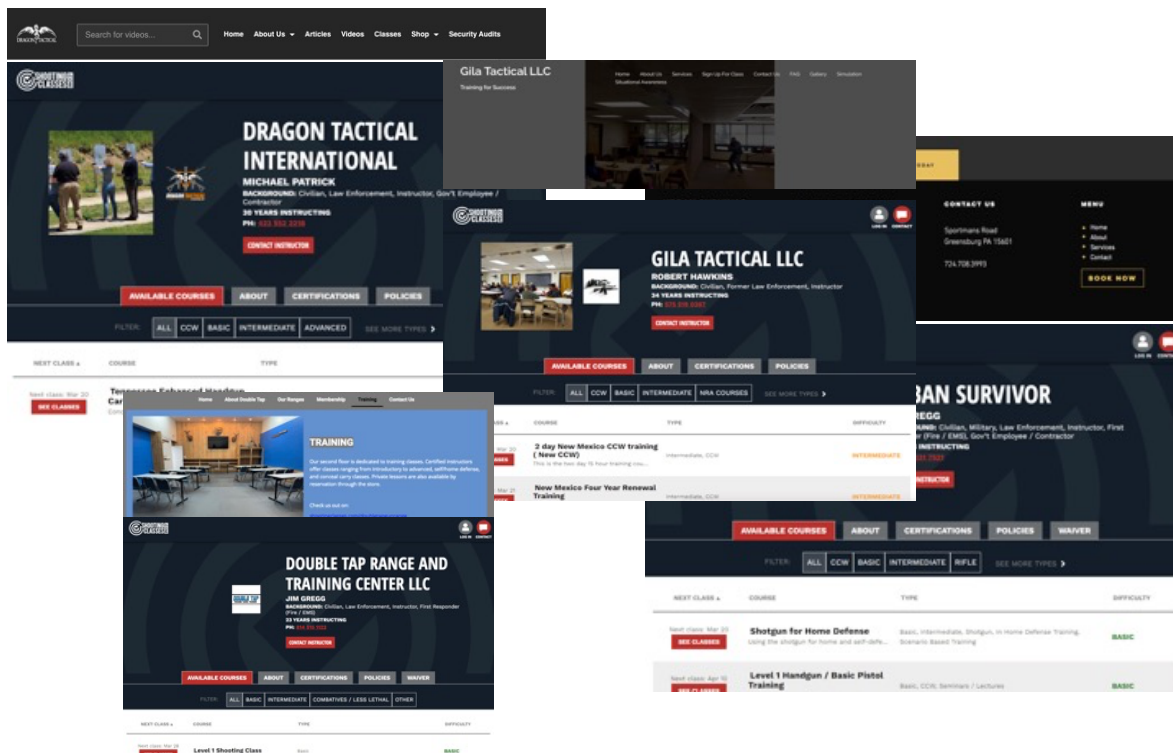
- Website
- Google searches
- Social media
- Advertising
- Flyers
- Business cards
- Word of mouth

Your message and how you direct students through each of these generators is the first step in determining how successful your business will be. And equally important how easy your business will be to manage.

ShootingClasses.com provides you a common denominator (*your Shootingclasses URLs*) to use with your lead generators to bring students to your message platform (*your ShootingClasses Landing Page*) where students view a professionally presented presentation of your business, bio, background, certification, business policies, videos and photos that tell your story and promote your business. Students see courses you teach, details, class dates and register all in one simple process.

**Website** (*if you have but not necessary*)

- Instructors use their URL to direct students to their Landing Page
- Linking your <https://www.shootingclasses.com/YOU> URL to your “Classes”, “Training” in your header navigation allows potential students to easily and quickly view all your information and register for classes.



## Google Searches

- Google searches account for a high percentage of students finding your classes.
- When you have classes scheduled on ShootingClasses.com Google will see and display you and your class.

www.shootingclasses.com › elitetacticalfirearmstraining

[Elite Tactical Firearms Training LLC, Aaron Allen, Western ...](#)

About Elite Tactical Firearms Training LLC Elite Tactical Firearms Training LLC offers the highest quality courses in firearms training, security training, concealed carry handgun safety, and private lessons across Western Pennsylvania.

- One of the best ways to improve being found on Google searches is to have a Google My Business account. These are free accounts for gmail users and display even more of your business information. Students can see your currently scheduled classes in ShootingClasses.com, click on the link and go directly to your pages in ShootingClasses.com, view all your information and easily register for classes.

## Reference Google My Business Accounts

www.dragontacticalinternational.com

### Dragon Tactical International – Fighting the Good Fight!

Dragon Tactical International is a world-wide training organization located in Greeneville, Tennessee. Although we have instructors across the globe, we are ...

[About Us](#) · [Articles](#) · [Videos](#) · [Shop](#)

www.dragontactical.net

### Dragon Tactical

DRAGON TACTICAL. Custom Firearm Fabrication. Firearm Sales. CWP & Firearm Training. CUSTOM FIREARM FABRICATION. We build custom firearms to ...

[Our Services](#) · [About Us](#) · [Gallery](#) · [Contact Us](#)

www.facebook.com › ... › Shopping & Retail

### Dragon Tactical - Home | Facebook

At Dragon Tactical we provide introductory training for new shooters. We also offer CWP training as well as training modules on Firearm Safety, how to care for ...

★★★★★ Rating: 5 · 1 vote

www.facebook.com › ... › Brand › Product/Service

### Dragon Tactical International - Home | Facebook

Dragon Tactical International. 293 likes · 1 talking about this. Tactical training for Law Enforcement and Civilians. DTI has been providing training...

www.shootingclasses.com › dragon-tactical-international

### Dragon Tactical International, Michael Patrick, East Tennessee

View firearms training courses taught by Michael Patrick of Dragon Tactical International located in East Tennessee at ShootingClasses.com.

www.shootingclasses.com › course

### Tennessee Enhanced Handgun Carry Permit | East ...

View upcoming classes for Tennessee Enhanced Handgun Carry Permit in East Tennessee / Greeneville from Dragon Tactical International at ...



### Dragon Tactical International

Website

Save

Phone: (423) 552-3218

[Suggest an edit](#) · [Own this business?](#)

### Add missing information

[Add business hours](#)

Know this place? [Share the latest info](#)

Send to your phone

Send

Reviews

Write a review

Add a photo

Be the first to review

### From Dragon Tactical International

"Firearms and Self Defense Training. Classes for Tennessee Handgun Carry Permit, Active Shooter Response, Handgun, Rifle, and more. Learn shooting skills from experienced instructors."

## Social Media

- Many instructors have become frustrated with Facebook but creating local posts is still one of the highest percentage of methods students use to find classes. Getting creative with posts, adding graphics, photos and videos help draw attention. Including your URL in the post allows students to click on and go directly to your Landing Page or Courses pages to register.

# Reference Social Media Posts Using URL Links

**Tara Dixon Engel**  
20m · 🌐

Qualified 11 senior shooters today in the first two-part basic senior ccw. The seniors loved it and I loved working with them! They still need plenty of training and practice but all were safe and accurate — And more attentive than many of the younger shooters I train. Next Basic senior ccw two-parter is in February. Register by finding me at [www.shootingclasses.com](http://www.shootingclasses.com) or find out more at [www.hallofarms1EST.org](http://www.hallofarms1EST.org).




SHOOTINGCLASSES.COM  
Shooting Classes | Firearms Training, Concealed Carry  
A website that simplifies the administrative management of your firearms training business ...

3:25

**Aaron Allen** is in Greensburg, Pennsylvania.  
5h · 🌐

We are selling out fast! Elite Tactical Firearms Training LLC will be hosting a Basic Pistol Shooting and Safety Training on Saturday, September 12th, 2020, from 12 pm-4 pm. We currently have 5 spots remaining on the roster! Secure your spot now! We look forward to seeing everyone there! **Elite Tactical Firearms Training**

Registration is now open at <https://www.shootingclasses.com/class-registration/?classId=7219>



TAC  
On · 🌐

NOVEMBER Training

405-498-3062  
TAC.ORG@COX.NET  
[www.facebook.com/tac.ola](http://www.facebook.com/tac.ola)  
[www.shootingclasses.com/tac/](http://www.shootingclasses.com/tac/)



**NOVEMBER**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

You and 6 others  
1 Comment

Like Comment Share

9:40  
👍 21 9 Comments 1 Share

Like Comment Share

**Pactraining company**  
10h · 🌐

For other class or info make sure to check out the website <https://www.shootingclasses.com/pactra...> See More



1

Like Comment Share

Expert Market: CRM Software

TAC  
22m · 🌐

There is a difference between just shooting a gun and shooting a gun in the context of self defense. Knowing what to practice is important.  
<https://www.shootingclasses.com/tac/>



6707 NW 50th Bethany Ok. 73008

You and 5 others  
1 Comment 1 Share

Like Comment Share

Write a comment...


**Bruce Corey**  
You don't know what you don't know. Training is where you learn what you don't know. <https://www.shootingclasses.com/tac/>

SHOOTINGCLASSES.COM  
TAC Training Assessment Cell Instructor Profile

Like Reply Remove Preview 1m

Urban Survivor  
17 mins · 🌐

Don't miss out on our Intro AR15 class coming up on July 11. [ShootingClasses.com](http://ShootingClasses.com) Hufftown Highpower and Elite Tactical Firearms Training deserve a special shout out for all their help. #GETSOME #MURICA #HUFFTOWNMAFIA #WETHEPEOPLE



SHOOTINGCLASSES.COM  
Shooting Classes | Firearms Training, Concealed Carry

Like Comment Share

You

Most Relevant

ShootingClasses.com  
We like Urban Survivor

Write a comment...

## Advertising, Flyers, Business cards, Word of mouth

- There are many additional ways to reach students, flyers posted in local businesses, passing out business cards. Make sure to have your personal ShootingClasses URL included in each for students to easily register for classes.
- Relationships with local gun stores where you leave flyers and business cards can be very effective.
- Satisfied students recommending friends and relatives can bring many new students to your classes.

## Telling Your Story

Once you have reached students and brought them to ShootingClasses via your URL, your Landing Page tells your story in a professionally designed format.

Students see your:

- Business information (business, photo, logo, background, years instructing, certifications, business policies, waiver, FAQ's, video and photos to promote your business and all courses you teach including all scheduled classes).
- Your available courses show class fee, location, class size, class time, available dates, class status, class description and requirements. Students can then register for the desired class.

The screenshot shows the landing page for Alpha & Omega Training Group on the ShootingClasses platform. The page features a dark blue header with the ShootingClasses logo on the left and user icons for 'LOG IN' and 'CONTACT' on the right. The main content area has a dark background with a large, faint target graphic. On the left, there is a portrait of Bruce Corey, an older man with white hair wearing a light blue shirt. To his right, the text reads 'ALPHA & OMEGA TRAINING GROUP' in large white letters, followed by 'BRUCE COREY' and 'AOT Group' in smaller text. Below this, it lists 'BACKGROUND: Civilian', '25 YEARS INSTRUCTING', and 'PH: 330.806.3316'. A red 'CONTACT INSTRUCTOR' button is positioned below the phone number. A horizontal navigation bar contains buttons for 'AVAILABLE COURSES', 'ABOUT', 'CERTIFICATIONS', 'POLICIES', 'WAIVER', 'FAQS', and 'VIDEOS'. Below the navigation bar, there is a 'FILTER:' section with buttons for 'ALL', 'CCW', and 'ADVANCED'. The main content area displays a table of available courses with the following data:

NEXT CLASS &	COURSE	TYPE	DIFFICULTY
Next class: Feb 20 <a href="#">SEE CLASSES</a>	<b>Adv. Concealed Carry Level 2</b> Better prepare for everyday carry	Advanced, CCW	<b>ADVANCED</b>
Next class: Feb 27 <a href="#">SEE CLASSES</a>	<b>Advanced Carry</b> Better prepare for every day carry.	Advanced, CCW	<b>ADVANCED</b>



## Qualifying Students

Want to know who is coming to your class? When a student registers they complete their information for you to review before accepting or rejecting:

- Name and contact information (*address, phone number, email, etc.*)
- Emergency contact information (*just in case*)
- Gender, Citizenship, Date of Birth
- Background (*check boxes*)
- Previous courses taken outside of ShootingClasses
- Referral information
- Requirement to supply Driver's License or Carry Permit
- Agreement to ShootingClasses Terms & Conditions
- Agreement to Instructor's Policies
- Agreement to Instructor's Waiver (*if added*)
- Ability to add comments for Instructor
- Ability to purchase class Add Ons
- Ability to enter Promo Code (*if available*)
- Credit card information

## Processing Students

When a student registers you receive both a Text Message and an Email notification to go to your Dashboard to review the pending student.

Upon review of student's application and acceptance the student's credit card is processed

- Payment is not processed until registration is accepted
- Auto registration (*available for desired courses: Basic, CCW, etc.*)

## Managing the Business

*(ShootingClasses is your Personal Assistant to handle the details)*

## Communications

- Students receive confirming acceptance email with full class details: date, time, location, requirements, etc.
  - If you reject, student receives email with details as to why
- Students receive a reminder email 1-weeks prior to class with full details
- Students receive a text message reminder 24-hour before class date

# Dashboard

(Command Central for managing all details of your business)

The screenshot displays the 'SHOOTING CLASSES' dashboard for January 2021. The main content is a calendar grid with class listings. The left sidebar has icons for Courses, Locations, Employees, Discounts, Registration Log, Reports, and My Range. The top navigation bar includes links for COURSES, LOCATIONS, EMPLOYEES, DISCOUNTS, REGISTRATION LOG, REPORTS, HELP CENTER, and ACCOUNT.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 <b>Intro to Firearms</b> Bruce Corey 0 of 12 students	4	5	6	7	8	9 <b>Advanced Concealed Carry</b> Israel Matos 0 of 12 students
10	11	12	13	14	15	16
17	18	19	20	21	22	23 <b>All-15 Familiarization</b> Israel Matos 0 of 12 students
24	25	26	27	28	29	30
31						

- **Calendar**

- At a glance see all scheduled classes by month, class title, class instructor, # of students registered (*clicking on a class title takes you to the class Roster*)

- **Courses**

- Create / view courses information
- Create Add Ons
- Create Enhanced text for class certificates
- Add class photos
- Schedule classes
- Select discounts to offer with a course (*optional*)

- **Locations**

- List locations where you teach classes

- **Employees**
  - Add additional instructors who help teach your classes
  - Add photos and bios
  
- **Discounts**
  - Create a master list of discounts you offer
    - Use promo codes or create auto discounts
  
- **Registration Log**
  - Students are added to your Registration Log upon acceptance containing:
    - Student's contact information
    - Course / Class date attended / Instructor / Fee paid / Attended
    - Click on student's name to see profile
    - Log is sortable and exportable to Excel
  
- **Rosters**
  - Students are added to the class roster containing:
    - Class information / details
    - Instructor
    - Registration status
    - Pending students
    - Registered students
      - Emergency contact information
      - Add Ons purchased for class
      - Rescheduling student to a future class
      - Print class certificate
      - Add class expenses
    - Rejected students (*if any*) information

SHOOTING CLASSES  
Firearms training made easy

DASHBOARD COURSES LOCATIONS INSTRUCTORS REGISTRATION LOG ACCOUNT

## CLASS ROSTER

BACK TO CLASS LIST PRINT ROSTER

**ADVANCED CONCEALED CARRY**

📅 Date: Wednesday, August 29, 2018 (5:00 PM to 6:30 PM)

📍 Location: FrogBones Family Shooting Center

👤 Instructor: Israel Matos

➡ Min Students: 2 - Max Students: 12

EDIT CANCEL CLASS

### PENDING STUDENTS

These students require approval for the class.

Name	Date Applied	Email Address	Phone Number	
Bruce Corey	8/4/2018	bcorey8488@aol.com	3308061316	VIEW RESCHEDULE

### REGISTERED STUDENTS

These students have been approved for the class.

# of Signature Lines on Certificates: 1 PRINT CERTIFICATES

Name	Date Registered	Contact Info	Emergency Contact	Attendance
Bruce Corey	8/4/2018	Email: bcorey8488@aol.com Phone Number: 3308061316	Name: Connie Corey Phone Number: 3306086622	RESCHEDULE

### REJECTED STUDENTS

These students did not meet the requirements for the class.

Name	Date Applied	Email Address	Phone Number	
Bruce Corey	8/4/2018	bcorey8488@aol.com	3308061316	View

🔔 You have 1 pending student to review.

- **Financial Reports** (*information for planning, budgeting, cash flow and use with your accountant at year end*)
  - Annual reporting
    - YTD Summary
      - Students registered
      - Students cancelled
      - Discounts given
      - Add On fees
      - Class fees collected
      - Refunds
      - Instructor expenses
      - Net revenue
    - Monthly
      - Above details by class
      - Above details monthly summary

## Reaching Repeat Students

ShootingClasses.com has you covered. Easily send group emails to students individually or all from class rosters. Example:

- You have students who attended a Basic course, CCW class, Level 1 Advanced class, etc. and you want to 3 or 4 months later, advertise an upcoming class you think they may be interested in, simply go to the previous roster and click on CONTACT STUDENTS
- Create the email you want to send. You are Cc'd. on the first email for your records.

## Getting Started

Believe it or not, you get all this for a very nominal fee.

There are no contracts to sign with ShootingClasses.com.

You are only charged a small fee when a student registers and you accept the student:

- \$5 per student for classes \$100 or less
- \$10 per student for classes greater than \$100

Your only obligation is to do your part:

- Complete all information to professionally present you and your business
- Add your course taught information and schedule classes
- Use your ShootingClasses URLs to funnel students to your ShootingClasses.com Landing Page and Courses pages for students to find and register for your classes.

Instructors who have adopted this business model, and actively do their part, very much enjoy how ShootingClasses works for them.

The following is a portion of one of our instructor's story on our website (*Royce Bartlett*) that sums up our value:

## BENEFIT

*Using ShootingClasses.com to manage his firearms classes has helped Royce with customer management and financial tracking. He no longer spends unnecessary time and energy on the administrative side of his teaching business.*

*When students register for his classes through ShootingClasses.com, the platform creates his class roster, collects payments and deposits them in the bank, creates the certificates, handles communication with students and helps create repeat customers by making the whole process easy and seamless. All financial information is at the fingertips of the instructor. No more digging through files and bank statements!*

*When asked if he would recommend ShootingClasses.com to other firearms instructors Royce said, "Absolutely, and without hesitation, because once you get started, you'll find out how much easier it is to run your business. I would ask anyone contemplating coming aboard to sit down and calculate every minute and every dollar they spend on the administrative side of their business and ask themselves if they'd like to trim those costs exponentially. The answer will be obvious. Continuing to run your training business without ShootingClasses.com is like having a rotary telephone; it just doesn't make sense."*

*We couldn't have said it better ourselves, Royce!*